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Showcasing European Music Festival Networks

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1. Eurosonic Noorderslag functions as a stepping stone for upcoming acts, serves a networking purpose for music professionals, is an educational platform, and can provide access to international music markets. 2. Eurosonic Noorderslag acquired its status as the foremost European music showcase through building innovative international networks and functions as a model for initiatives that can aid in the preservation of local cultural identity while simultaneously engaging in international collaborative projects. 3. Because of their broad demographic appeal, their increased mobility, role in placemaking, their integration of mainstream and social media, and their significant economic role within the cultural industries, contemporary music showcase festivals can be identified as reflecting the post-digital era of the age of festivals or the Age of Translocalism. 4. Eurosonic Noorderslag has built a strong name as "quality filter," providing symbolic capital to those artists that are granted access to the event and due to this curative qualities its benefits for an artist's or band's biography is widely supported. 5. To utilize the full potential of a showcase performance, already having a network in place, displaying a professional attitude, and demonstrating what and who is needed to make the next career step are pivotal to infiltrate new industry networks. 6. Eurosonic enables an accelerated momentum in creating interest and media attention, a "buzz," which is needed to maximize the result potential for a band or artist. 7. Local artists discard the notion that Eurosonic can provide a formula for the romantic desire to be discovered in favor of a more rational approach and work ethic, in which the preparatory work and the potential aftermath provide an educational experience in itself. 8. While the aim of the European Commission is to present the EU as a single music market, it rather functions as a conglomeration of national music industries with each their own unique aesthetic and cultural characteristics. 9. The European music industry is imagined differently by actors and key players in the varied showcase festival landscape, even if the benefits and significance of international collaboration is widely recognized. 10. A challenge for future research lies in expanding the scope of this investigation by extending the number of European showcase festivals and trace their connections to the transnational music industry and, also, the ways in which artists can benefit from them. 11. Future research on artistic careers can benefit from investigating how musician's career trajectories navigate between having a